



# LOURDES VIEGAS

## SKILLS:

- Project Management
- Client Servicing
- Deadline Oriented
- Decision Making
- Time Management
- Team player
- Self Motivated

## CERTIFICATIONS:

- MS Office
- DTP - Flash, Coral Draw & Photoshop
- FreeHand, PDF, TIF, EPS, Photoshop
- Systems operated - Macintosh OS X & Windows 10

## CONTACT:

+973 33113820

## EMAIL:

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## CAREER SUMMARY

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Marketing professional with 13+ years' experience in ATL and BTL projects, media planning, events management, exhibitions, publishing and digital marketing with sound knowledge of strategies, quick grasp of new technologies and market trends, with the ability to formulate strategies, make decisions, plan and deliver with confidence while managing a team of multinational professionals.

## WORK EXPERIENCE

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### **Design Creative W.L.L, Head of Operations**

April 2018 – Till Date

- As an operations in-charge my role involved overseeing the production of goods and/or provision of services.
- It's my job to make sure the organization is running as well as it can, with a smooth efficient service that meets the expectations and needs of customers and clients.
- Take responsibility and initiative in smooth running of all business operations.
- Provide effective team and project management duties, including overseeing project completion timelines, monitoring project costs, and ensuring client needs are met.
- Consult with other departments, including finance and marketing, to ensure operations budgets and proper advertisements which meet department goals and attract clients.
- Maintain strong relationships with any third-parties (vendors, financial institutions, suppliers) the department works with regularly to ensure smooth procurement and delivery of products and services.
- Identify patterns and problem areas and implement effective solutions to increase efficiency.
- Report regularly to Managing Director with completed on-budget and on-time projects and project outcomes.

**Ebrahim K. Kanoo B.S.C (c), Executive Media Buyer**

March 2013 – March 2018

- As a media buyer I was responsible for acquiring desirable time slots and media space for advertising clients in all forms of outlets, including print, online, and broadcasting.
- Meeting clients to understand their advertising strategy and building up a picture about their target audience.
- Maintaining contacts with media owners, ensuring statistics, circulation and viewing figures are up to date.
- Considering appropriate timings of media activities, based upon usage patterns and seasonal factors.
- Obtaining the best advertising rates that fit with the agreed media strategy.
- Identifying the target audience for a media campaign and deciding how best to communicate to that audience.
- Keeping up to date with industry research figures, including distribution figures for newspapers and magazines and audience figures for television and radio.
- Negotiating with media sales companies to obtain the best rates and most appropriate media spaces in online, broadcast and print advertising.
- Communicating with media sales people to adjust media schedules in response to audience figures.
- Ensuring that the adverts run accurately so that the desired media message is seen and heard by consumers.

**Miracle Graphics, Projects Coordinator /Media Buyer, Editorial Assistant**

November 2011– March 2013

- Responsibilities included working closely with our Project Manager to prepare comprehensive action plans, including resources, time frames and budgets for projects.
- Worked on various coordinating tasks, like schedule and risk management, along with administrative duties, like maintaining project documentation and managing financial queries.
- Manage project deliverers, scope & expectations and coordinates project progress.
- Facilitate the definition of project scope, goals and deliverers.
- Present reports defining project progress, problems and solutions.
- Monitoring the sales statistics and planning of media buying activities.
- Create listings of the shows for all available media outlets.
- Generating ideas for articles and features.
- Commissioning features and stories from in-house writers or freelancers.
- Reading, writing and researching features and articles.
- Selecting articles for issues and planning publication contents.
- Attending relevant events, fairs and conferences.

**Bahrain Media Services W.L.L, Media Coordinator /Media Buyer**

March 2008 – November 2011

- A Media Coordinator's main role is to promote a company's or client's products or services by coordinating the purchase of print space, broadcast time and Internet exposure.
- In this position, data, research and statistics are analyzed to evaluate cost-efficient and effective campaigns.
- Conducting market research to know the suitable time and suitable format for advertising a product and informing the production team about the same.
- Maintaining up-to-date information about the customer rating statistics of a media and an event/program.
- Building business relationships with the new media representatives and maintaining the existing relationships.
- Assisting the accounts department in managing client's accounts as per the performance of the advertisements in the media.
- Give necessary instructions to the department of media advertising.
- Report to advertising media director about any query or problem relating to the media advertising.

**International Advertising Agency, Marketing Executive /Admin /Production Coordinator**

December 2007 – March 2008

- Supported the advertising sales team in the achievement of revenue goals and the retention of clients.
- Worked in a professional, pleasant and efficient manner to instill confidence in both internal and external customers.
- Provide full secretarial/admin support.
- Work scheduling and prioritizing.
- Database Management.
- Drafting of Letter, Quotations, Price List and various related correspondences.
- Customer Queries &Independent Correspondence.
- Assisting Senior Managers/ Sales Staff in preparation of projects/events/invoices/LPO reminders & routine correspondence.
- Travel arrangements for the senior management/others staff/incoming clients - air tickets/hotel bookings.
- In-charges of the maintenance of the office.
- Managed of accounts for the clients.
- Coordinated in all types of production i.e.
- Press/digital/screening printing.

**Miracle Graphics, Marketing- Admin**

October 2005 – December 2007

- Supported high-level executives and management of entire departments.
- Provided administrative support and performed number of duties, including scheduling, writing correspondence, emailing, handling visitors, routing callers, and answering questions and requests.
- Drafting Quotations, Price List and various related correspondences.
- Skilled at sending and receiving mail correspondences (walk-in/others).
- Handling Customer Queries & Departmental Review.
- Coordinating and interacting with the sales department and clients.
- Travel arrangements for C.E.O./MD/others staff/incoming clients - air tickets/hotel bookings.
- Capable of handling Petty Cash and Job Cash.

**EDUCATION**

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**Al Amal Institute, Manama, Bahrain**

2006 - 2007

Computer Applications

**S.I.W.S., Mumbai, India**

2000 - 2005

Bachelor of Commerce/B. Com

**Barnes School, Nasik, India**

2000

I.C.S.E. Boards

**REFERENCE**

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Mr. Khalid Juman- Managing Director- Miracle Graphics

Mr. Andre Zovighian- Operations & Sales Director- Choueiri Group

Mr. Jay Bhagawati- Business Director- Colours WLL

Ms. Wasna Kanoo- Head of Communications- Ebrahim Khalil Kanoo

Mr. Gavin Fernandes- General Manager- Design Creative